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**MARKETING PLAN TEMPLATE   
WITH SCHEDULE for Microsoft Word**

MARKETING PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

MM/DD/20XX

|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
| Name | Title | MM/DD/YY |
| EMAIL | | PHONE |
| Email address | |  |
| APPROVED BY | TITLE | DATE |
| Name | Title | MM/DD/YY |

table of contents

[1. EXECUTIVE SUMMARY 4](#_Toc154566268)

[2. MISSION STATEMENT 5](#_Toc154566269)

[3. VISION STATEMENT 5](#_Toc154566270)

[4. SITUATIONAL ANALYSIS 6](#_Toc154566271)

[4.1 5C ANALYSIS 6](#_Toc154566272)

[4.1.1 COMPANY 6](#_Toc154566273)

[4.1.2 COLLABORATORS 6](#_Toc154566274)

[4.1.3 CUSTOMERS 6](#_Toc154566275)

[4.1.4 COMPETITORS 6](#_Toc154566276)

[4.1.5 CLIMATE 6](#_Toc154566277)

[4.2 SWOT ANALYSIS 7](#_Toc154566278)

[5. CORE CAPABILITIES 8](#_Toc154566279)

[6. GOALS 9](#_Toc154566280)

[6.1 BUSINESS GOALS 9](#_Toc154566281)

[6.2 SALES GOALS 9](#_Toc154566282)

[6.3 FINANCIAL GOALS 10](#_Toc154566283)

[6.4 MARKETING GOALS 10](#_Toc154566284)

[7. TARGET MARKET 11](#_Toc154566285)

[7.1 INFORMATION COLLECTION 11](#_Toc154566286)

[7.2 PAIN POINTS 11](#_Toc154566287)

[7.3 SOLUTIONS 12](#_Toc154566288)

[7.4 BUYER PERSONA 12](#_Toc154566289)

[8. MARKETING STRATEGY 13](#_Toc154566290)

[8.1 BUYER’S BUYING CYCLE 13](#_Toc154566291)

[8.2 UNIQUE SELLING PROPOSITION (USP) 13](#_Toc154566292)

[8.3 BRANDING 14](#_Toc154566293)

[8.4 MARKETING MIX – 4Ps 14](#_Toc154566294)

[8.4.1 PRODUCT 14](#_Toc154566295)

[8.4.2 PRICE 14](#_Toc154566296)

[8.4.3 PLACE 15](#_Toc154566297)

[8.4.4 PROMOTION 15](#_Toc154566298)

[8.5 MARKETING CHANNELS 15](#_Toc154566299)

[8.6 BUDGET 16](#_Toc154566300)

[9. PERFORMANCE STANDARDS & MEASUREMENT METHODS 17](#_Toc154566301)

[9.1 STANDARDS OF PERFORMANCE 17](#_Toc154566302)

[9.2 BENCHMARKS 17](#_Toc154566303)

[9.3 MARKETING METRICS TO MEASURE SUCCESS 18](#_Toc154566304)

[9.4 MEASUREMENT METHODS 18](#_Toc154566305)

[10. SCHEDULE 19](#_Toc154566306)

[11. FINANCIAL SUMMARY 20](#_Toc154566307)

[11.1 FINANCIAL FORECASTS 20](#_Toc154566308)

[11.2 BREAK-EVEN ANALYSIS 20](#_Toc154566309)

[11.3 FINANCIAL STATEMENTS 21](#_Toc154566310)

[11.3.1 INCOME STATEMENT 21](#_Toc154566311)

[11.3.2 CASH-FLOW PROJECTION 21](#_Toc154566312)

[11.3.3 BALANCE SHEET 21](#_Toc154566313)

[12. APPENDIX 22](#_Toc154566314)

[12.1 RESEARCH RESULTS 22](#_Toc154566315)

[12.2 PRODUCT SPECIFICATIONS AND IMAGES 22](#_Toc154566316)

# EXECUTIVE SUMMARY

|  |
| --- |
|  |

# MISSION STATEMENT

|  |
| --- |
|  |

# VISION STATEMENT

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|  |

# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### *COMPANY*

|  |
| --- |
|  |

### *COLLABORATORS*

|  |
| --- |
|  |

### *CUSTOMERS*

|  |
| --- |
|  |

### *COMPETITORS*

|  |
| --- |
|  |

### *CLIMATE*

|  |
| --- |
|  |

## SWOT ANALYSIS

|  |  |
| --- | --- |
| INTERNAL FACTORS | |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS | |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# CORE CAPABILITIES

CAPABILITY ONE

|  |
| --- |
|  |

CAPABILITY TWO

|  |
| --- |
|  |

CAPABILITY THREE

|  |
| --- |
|  |

# GOALS

## BUSINESS GOALS

|  |
| --- |
|  |

## SALES GOALS

|  |
| --- |
|  |

## FINANCIAL GOALS

|  |
| --- |
|  |

## MARKETING GOALS

|  |
| --- |
|  |

# TARGET MARKET

## INFORMATION COLLECTION

|  |
| --- |
|  |

## PAIN POINTS

|  |
| --- |
|  |

## SOLUTIONS

|  |
| --- |
|  |

## BUYER PERSONA

|  |
| --- |
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# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

|  |
| --- |
|  |

## UNIQUE SELLING PROPOSITION (USP)

|  |
| --- |
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## BRANDING

|  |
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## MARKETING MIX – 4Ps

### *PRODUCT*

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| --- |
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### *PRICE*

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| --- |
|  |

### *PLACE*

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### *PROMOTION*

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## MARKETING CHANNELS

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| --- |
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## BUDGET

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# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

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| --- |
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## BENCHMARKS

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## MARKETING METRICS TO MEASURE SUCCESS

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## MEASUREMENT METHODS

|  |
| --- |
|  |

# Schedule

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| CAMPAIGN | OWNER | DUE DATE | BUDGET | STATUS | NOTES |
| Advertising |  |  |  |  |  |
| Deliverable | Name | MM/DD/YY | $0.00 | Complete | Notes |
| Deliverable | Name | MM/DD/YY | $0.00 | Not Started | Notes |
| Deliverable | Name | MM/DD/YY | $0.00 | On Hold | Notes |
| Social Media |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Website |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Brand Partnerships |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Other |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Deliverable |  |  |  |  |  |
| Deliverable |  |  |  |  |  |

# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

|  |
| --- |
|  |

## BREAK-EVEN ANALYSIS

|  |
| --- |
|  |

## FINANCIAL STATEMENTS

### *INCOME STATEMENT*

|  |
| --- |
|  |

### *CASH-FLOW PROJECTION*

|  |
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### *BALANCE SHEET*

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# APPENDIX

## RESEARCH RESULTS

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## PRODUCT SPECIFICATIONS AND IMAGES

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